

# Cleveland Stakeholder's Meeting

10/16/02

8:00 – 10:00 a.m.

## CROSS-CUTTING "CORE" STRATEGIES

### Sound, Reliable, State-of-the-Art Science

- Is it assumed that it is not just NOAA? – other research organizations, university-partners, cooperative institutes, joint institutes
- Responsive to needs of stakeholders in the communities (not just NOAA focused)
- Emphasis on commitment for continuation of monitoring systems for the Great Lakes (historic information base is critical)
- Hydrographic surveys in the near-shore zone are critical
- Climatic changes as related to hydrology system at large; maintaining effective monitoring of the system at large
- Include social sciences and integrate with biological and physical sciences
- Database accessibility to the public and incorporate new technologies into delivering information
- Explicit reference to NOAA's fresh water mandate

### Effective Outreach and Education

- Effective Outreach and Engagement and Education – two-way communication

### Strategic and Effective Partnerships

- Must include other federal agencies, state agencies, universities, private sector, and local governments. Many opportunities for NOAA to be a tremendous partner here locally.
- Information should be virtually seamless – NOAA needs to work with external organizations to make it seamless accession. Real challenge for all of us.

### Quality and Motivated NOAA Employees

### Sufficient Facility and Asset Infrastructure

- Hydrographic infrastructure is lacking in Great Lakes

### Integrated, One-Stop Services

- Field Staff get all types of questions; i.e. water quality, education type questions

### Communities Focus

- Sea Grant has strong community focus
- Land Grant/Sea Grant is a great way to reach communities – effective outreach, education and extension
- Research-based information to user groups that make the decisions (recreation, fish, etc)

### Resource Management

- Resource focus, shoreline resources, shoreline/coastal habitats – protection, preservation, restoration of coastal habitats. Great Lakes Restoration Fund was useful to our state.
- Coastal watersheds as a unit of planning and management – upstream and downstream
- Should be broadened to include everything – invasive species, water supply issues (diversions)

### Organizational Issues

- Organizational structure in light of reality of loss of high quality personnel – human capital issue; decreasing budget—have to be realistic

### Use the term “Engage Stakeholders” instead of the term “Communities Focus”

- Engage the stakeholders in defining the details of the program – hear the needs of the stakeholders in the communities—community focus doesn't mean anything to me—if you are interested in the communities you need to hear what they say and focus on engaging stakeholders.

### Strategic Review and Execution

- Strategies should be executed with the same, equal level of quality; a strategic review is critical

## **Mission Statement Suggested Revisions**

**10/16/02**

Proposed Mission Statement – gives impression that research is the priority and this may not necessarily be so. If that is the impression you want then fine but not sure if that is the impression you want to give.

- Suggested change should include: Conserve and manage resources should be number one and understand and predict changes should be number 2.
- NOAA looks at a broad range of things. Order of statement in Mission is not so important
- **Proposed changes:**
- “To meet the nation's economic, social, and environmental needs to conserve and manage coastal and aquatic resources by understanding and predicting changes in the Earth's environment”
- (People, Management, Resources)
- Incorporate the term sustainability into proposed mission statement

- To the two NOAA pillars -- Some way to incorporate the people who are using the information...the user community (user community/local community) who are using the information as a third pillar.

## **Outcomes and Strategy Review**

### **1. Healthy Ocean, *Great Lakes*, and Coastal Ecosystems**

- Change to outcome to: Restore and Protect Coastal Marine *and Great Lake* Resources
- Eliminate/ reduce/ control number of invasive species
- NOAA needs to devote infrastructure resources to the Great Lakes, research vessels, labs
- Healthy *Aquatic* and Coastal Ecosystems (name of category Healthy Oceans.... shows a bias so it should be changed)
- Great Lakes ecosystem are extremely dynamic and more susceptible to change
- Lake Erie change may be indicator of larger changes
- Important to understand and educate about Great Lakes.
- NOAA sometimes forgets about Great Lakes (i.e. NOAA Legislation); meeting originally in Boulder.
- Linkage of health of water body to health of watershed must be made – does not end at shoreline
- Recognition that Great Lakes are a bi-national resource – can't manage just half the system (i.e. partnerships with Canadian provincial governments)

### **Recover Protected Species**

### **Rebuild and Maintain Sustainable Fish Species**

- Different in the Great Lakes – no NMFS regulation, no fishery councils. NOAA needs fisheries/NMFS presence in Great Lakes.

### **2. Public Safety and Economic Vitality**

### **Mitigate Risks and Enhance Opportunities through Weather, Water, Air Quality, and Climate Information**

- Enhancing opportunities. Distributing information uniformly and fairly. Ensure opportunities are not enhanced unfairly, in a non-uniform manner that may give competitive advantage.
- NWS could extend and provide a service for overlay evaporation and precipitation
- NOAA has resources that could be used within Homeland Security. Monitoring capabilities, real time weather forecasting.
- Focus on better weather prediction in the Great Lakes.
- Flood prediction by NWS. NOAA does not participate in Stream Gauge network, which is foundation of hydrologic predictions/flood predictions. NOAA should partner with USGS to incorporate SGN into forecasts and predictions.
- Stream gauges are operated by different agencies and orgs – NOAA should partner with all agencies and orgs that have stream gauges.

- Must be data compatibility between NOAA and state and federal partners as you exchange information. Must also be compatible with Canadian provinces.
- Interactions between human activities and the environment. Understand how people impact the environment. State coastal program offices are tremendously under funded.
- Sediment transport and sediment movement related to dredging/channel maintenance. River mouths change dynamically. NOAA needs to play larger role in sediment transport modeling in river mouths particularly.
- Sediment also loaded with pollutants (i.e. nitrates) that may have contributed to dead zone in Lake Erie.
- Stream Gauge information is important to anglers. New uses for this information will come up all the time and NOAA should embrace and encourage new uses – base funding is needed for better research, etc.

### **Ensure Safe and Efficient Maritime Navigation**

- Canadian, US fleet - 112/120 ships have Electronic Navigation system. Converting electronic charts from raster to vector is important.
- Develop policy within NOAA under Tides and Currents legislation for real time data to assist navigation in the Great Lakes. Great Lakes must be recognized. Make sure it is systemic so it includes the entire navigation system. Should move to a wireless approach.
- Can I float my boat?? Real time information for Commercial and recreational navigation. Water levels change rapidly due to wind set-up, storms, etc.
- Accuracy of weather forecasts and NWS has all the tools available to make those forecasts.
- Better weather prediction, especially in the Great Lakes

### **Improve Use of Ocean and Coastal Resources**

- Water supply – drinking water. Residents are dependent on clean Great Lakes water. People need to know they have a say and get buy in.
- Water diversions/export issues. Need more advancement in modeling functions ... NOAA is only agency with that expertise and tools. Overlake evaporation and precipitation – the weather service could extend their capabilities in this area.

**Recreational boating – huge constituent base. Great Lakes states have 1/3 of all US registered recreational vessels. It needs it's own category.**

### **OTHER ADDITIONAL COMMENTS**

NOAA planning process – Great Lakes as technology test bed

## **3. Environmental Literacy and Discovery**

**Advance Global Scientific Leadership and Discovery on Climate, Ocean, *Great Lakes*, and Atmospheric Issues**

### **Educate and Inform the Public and Decision Makers at Home and Abroad**

- Cultural Resources – Cultural Legacy--opportunity to showcase NOAA products in an integrated manner including tourism and natural resources.
- Analogy with NASA is not necessarily accurate. In NASA it's easier to convey a singular message. Increase NOAA visibility through NOAA sublevels – NWS, NIST, NURP, etc.
- Needs to be an identity level of where information comes from. Do a better job of showcasing NOAA at the grassroots/local level.
- Issue of people identifying NOAA as a name brand. Look at John Byrne model. Use aquariums to connect with people. Identification and branding issues are important.
- JASON – more Jason interaction and more Sea Grant College
- Teaching the teachers to get the word out. Develop curriculums that incorporate Great Lakes examples, especially field trips to get students out there.
- Who are the decision makers that are influencing what is happening on the coast? Mayors, planners, etc. How does NOAA connect with a councilperson approving a coastal development?
- NOAA needs dramatic increase in Extension Services.
- Education materials should be from bottom up but NOAA has role in supplying more information on fresh water resources and ocean resources should be equal.
- Develop partnerships with museums, aquaria, science centers, nature centers, etc
- Infuse NOAA science into the K-12 classroom
- Create teacher training opportunities within NOAA programs
- Create undergraduate research experience within NOAA program, same with enhanced graduate training opportunities
- Knowledge economy. Three E's: Environment. Economy. Education.
- Update the NOAA logo!! Underwater exploration.
- 50% live on coast but 50% don't. Exotic species are exciting everywhere. Package education for all audiences – inland as well as coastal.